

APR 29 2005

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 09/385,414
Applicant(s): Poage et al.
Filed: August 30, 1999
Art Unit: 3623
Examiner: C. Colon
Title: APPARATUS AND METHOD
FOR CREATING A MARKETING
INITIATIVE

Confirmation No.: 9114

Please Enter
CME
5/17/05

Docket No.: 023895/257070
Customer No.: 00826

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL ACTION
PURSUANT TO 37 C.F.R. § 1.116

Sir:

In response to the Office Action dated January 26, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 8 of this paper.